

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS:

1 1. (currently amended) A theme calendar comprising
2 substrate support means, date locations on said substrate
3 support means corresponding with time periods of a
4 countdown time interval, a plurality of separately
5 mountable marker elements, each marker element being
6 associated with one of said date locations and being
7 removably mounted to said substrate support means at said
8 date location, a pictorial design carried on said
9 substrate means, said pictorial design including a
10 plurality of target locations for removably mounting an
11 associated one of said marker elements, said marker
12 elements being movable from said date locations and
13 mountable to said associated target locations in
14 accordance with the expiration of said time periods, each
15 of said marker elements including design features that
16 are visible from the front of said theme calendar when
17 said marker element is mounted to said substrate support
18 means at said target location, movement of said marker
19 elements from said date locations to said target
20 locations revealing a first text message at said date
21 locations and completing or modifying said pictorial

22 design or forming a second text message at said target
23 locations.

1 2. (original) The calendar of claim 1, wherein said
2 time interval corresponds to a recognized holiday or an
3 event having personal or familial significance.

1 3. (original) The calendar of claim 2, wherein be
2 event having personal or familial significance is a
3 birthday, an anniversary, a vacation, an upcoming trip, a
4 wedding, a religious occasion, a graduation, or a
5 recognized holiday.

1 4. (original) The calendar of claim 2, wherein said
2 recognized holiday is Halloween, Valentine's Day,
3 Thanksgiving, New Year's Day, Easter, Independence Day,
4 St. Patrick's Day, Mother's Day, Father's Day, Memorial
5 Day or Labor Day.

1 5. (original) The calendar of claim 1, wherein said
2 pictorial design comprises one or more design elements
3 that are suggestive of an event associated with said time
4 interval.

1 6. (original) The calendar of claim 1, wherein said
2 pictorial design comprises one or more design elements
3 that are suggestive of an event associated with said time
4 interval and a text message formed by said marker
5 elements in their target locations.

1 7. (original) The calendar of claim 1, wherein said
2 substrate is formed of a non-woven fabric, cardboard,
3 plastic, wood or a similar material that may be printed
4 or otherwise marked on a front or display surface with
5 said text message and/or pictorial design.

1 8. (original) The calendar of claim 1, wherein said
2 marker elements are temporarily mounted or removably
3 secured to said substrate by magnets, hook and loop
4 fasteners, pressure-sensitive adhesive, mechanical
5 interfit with said substrate, or interlocking members or
6 snap connectors.

1 9. (original) The calendar of claim 1, said
2 substrate is formed of a non-woven fabric, cardboard,
3 plastic, wood or a similar material that may be printed
4 or otherwise marked on a front or display surface with
5 said pictorial design, and said marker elements are
6 temporarily mounted or removably secured to said
7 substrate by one of magnets, hook and loop fasteners,

8 pressure-sensitive adhesive, interlocking members or snap
9 connectors.

1 10. (original) The calendar of claim 1, wherein
2 said marker elements are three-dimensional bodies having
3 a plurality of marker faces bearing text, pictorial
4 designs, or combinations thereof, and said marker
5 elements are removably mounted in recesses at said date
6 and target locations with a selected one of said marker
7 faces exposed.

1 11. (original) The calendar of claim 10, wherein
2 said three dimensional bodies and recesses are shaped so
3 that each of said three dimensional bodies fits in only
4 one of said recesses at said date location and only one
5 of said recesses at said target location.

1 12. (original) The calendar of claim 10, wherein
2 said three dimensional bodies and recesses have
3 peripheral side configurations, and said peripheral side
4 configurations are selected so that each of said three
5 dimensional bodies fits in only one of said recesses at
6 said date location and only one of said recesses at said
7 target location.